Author title index

HINDS, NIGEL and WATERS, TRACEY A small organisation's approach to the arts	4	345
HODGSON, PETER Is the growing popularity of opera in Britain just another 90s media myth? Market research provides the answer	4	405
HOUGH, MIKE see MAYHEW, PAT		
HOWELL, ROY D see SINGH, JAGDIP		
KATRYNIAK, JACKIE see TURTLE, JENNY		
MAYHEW, PAT and HOUGH, MIKE The British Crime Survey: the first ten years	1	23
MCCART, MIKE Research at the South Bank Centre	4	361
MCGREGOR, ROBIN see MOON, NICK		
MCKEE, DARYL O The effect of using a questionnaire identification code and message about non-response follow-up plans on mail survey response characteristics	2	179
MOON, NICK and MCGREGOR, ROBIN Exit polls. Developing a technique	3	257
MYERSCOUGH, JOHN Measuring the impact of the arts: the Glasgow experience	4	323
REEVE, BARRY The future of advertising agency planners	3	269
RHOADS, GARY K see SINGH, JAGDIP		
ROTHMAN, JAMES 'Post-modern' research and the arts	4	419
ROUGHTON, GEOFFREY The impact of IT on market research: the last 10 years and the next 10 years	2	119

SHELTON, DAVID What have clerics and medics in common with market researchers and computer programmers? A study in corporate brand building in financial services	3	243
SINGH, JAGDIP; RHOADS, GARY K and HOWELL, ROY D Adapting marketing surveys to individual respondents	2	125
SWIRES-HENNESSY, ED and DRAKE, MARC The optimum time at which to conduct survey interviews	1	61
TOMLINSON, ROGER Finding out more from box office data	4	389
TOWER, RUPERT see COOPER, PETER		
TURTLE, JENNY and VAN STAVEREN, MARTIN Preventing childhood diseases: the need for action	1	29
TURTLE, JENNY and KATRYNIAK, JACKIE Towards professional status	2	85
VAN STAVEREN, MARTIN see TURTLE, JENNY		
VERWEY, PETER What the Arts Council wants from research and how it can help	4	313
WALSHE, PETER Probing the potential or seriously taking the arts less seriously	4	437
WATERS, TRACEY see HINDS, NIGEL		
WATSON, MICHAEL Researching minorities	4	337
ZUCCARO, CATALDO Mallows' C_p statistic and model selection in multiple linear regression	2	163

Book review index

	number	*page*
ALT, MICK Exploring hyperspace: a non-mathematical explanation of multivariate analysis *Sydney Howell*	2	192
BAILEY, W see ZIEMBA, W T		
BAKER, MICHAEL J Research for marketing *Keith Blois*	1	77
BROWN, MICHAEL Dear reader some readership measurement questions...and some answers *Derek Bloom*	3	280
CHECKLAND, PETER and SCHOLES, JIM Soft system methodology in action *D C Sutton*	3	277
CHISNALL, PETER M Marketing research (4th edition) *Paul Hague*	2	194
ELLIOT, DAVE Weighting for non-response: a survey researcher's guide *Peter M Chisnall*	4	455
FOSTER, ANGELA see ROBSON, SUE		
GOODYEAR, JOHN and MARTIN, DEREK Research works: papers from the AMSO Research Effectiveness Awards 1991 *Jack Paramore*	3	281
HAMAO, Y see ZIEMBA, W T		
HEALEY, MICHAEL J (Ed) Economic activity and land use: the changing information base for local and regional studies *Peter M Chisnall*	3	283

LUCK, MIKE A manual of market research for health promotion *Barry Hedges* 1 79

MARKET RESEARCH SOCIETY, THE International Directory of Market Research Organisations *Erik Kristoffersen* 1 74

MARTIN, DEREK see GOODYEAR, JOHN

McCROSSAN, LIZ A handbook for interviewers: a manual of social survey practice and procedures on structured interviewing *Peter M Chisnall* 1 75

ROBSON, SUE and FOSTER, ANGELA (Eds) Qualitative research in action *Jack Sutcliffe* 2 195

ROSENHEAD, JONATHAN (Ed) Rational analysis for a problematic world *D C Sutton* 3 277

SLATER, J M (Ed) Fifty years of the National Food Survey 1940-1990 *John Treasure* 1 73

SMITH, M C Pharmaceutical marketing *Jonathon Swift* 4 453

SUTHERLAND, KEN (Ed) Researching business markets: The IMRA handbook of business-to-business marketing research *Peter M Chisnall* 1 76

VARDAR, NUKHET Global advertising: rhyme or reason? *Jack Sutcliffe* 4 456

ZIEMBA, W T; BAILEY, W and HAMAO, Y (Eds) Japanese financial market research *David Jacobson* 3 182

Subject index

m denotes Miscellany

	number	*page*
Access by Telephone omnibus	2	103
Account Planning Group	3	270
ACORN	1	31
	4	399
Adaptive surveys	2	125
Advance letters	1	18
Advertising		
agency planners	3	269
awareness	3	252
Advertising Research Foundation	3	203
AGB panel data	2	124
AMSO	1	71
	2	100
Answerphone	2	101
ARMS (All Radio Methodology Study)	3	203
Artificial analysis	4	431
Arts		
attendance	4	*passim*
attenders	4	437
consumer attitudes to the	4	229
market research for the	4	*passim*
Arts Council	4	313
National Arts & Media Strategy	4	314
	4	440
	4	314
Asian audiences	4	353
BARB	2	120
BBC		
and Arts Council survey	4	315
Broadcasting Research Department	4	422
polls	3	257
radio measurement	3	206

survey of news coverage	2	154
BehaviorScan	2	120
Bias, sources of	4	295
Bicycle theft	1	27
BLAISE software	1	18
Body mass index	1	14
Box office data	4	389
	4	320
Brand		
attitudes	3	231
building, corporate	3	243
image	3	231
personality	3	231
Brand-Price Trade-Off	4	385
Breast feeding studies	1	12
British Crime Survey	1	23
British Market Research Bureau	1	42
	2	103
	2	86
	4	314
British Telecom	2	120
Burglary studies	1	28
Butterfield Day Devito Hockney	3	248
By-election polls	3	265
CACI site reports	4	319
Camden, Borough of	1	54
CanCan ticket	4	368
CAPI *see also* Computer interviewing	2	120
	2	126
Car radio listening	3	203
Cardiff Arts Marketing	4	399
CATI	2	126
	2	122
Census of population	1	16
Child Health Programme	1	40
Childhood diseases	1	39
Children, mental health of study	2	151
Chocolate study	2	103

Christmas, survey	2	103
Citizens' Charter	1	53
City University Department of Arts Policy and Management	4	289
Classification	4	427
Clerical Medical Investment Group	3	243
CNN Marketing	4	400
Coding, computer	2	123
	4	428
Coffee study	2	103
Cohabitation	1	9
Collages	4	305
COMA report	1	13
Common Market, news coverage of	2	154
Computer		
assisted interviewing	1	18
Assisted Personal Interviewing	2	120
	2	126
coding	2	123
interviewing	1	3
sample selection	1	17
simulation study	3	215
Computerised		
adaptive designs	2	125
box office systems	4	389
tracking systems for the arts	4	371
Consumer attitudes to brands	3	231
Consumer-brand relationship	3	231
Corporate		
brand building	3	243
brands	3	238
sponsorship of the arts	4	366
Credit card brands	3	236
Crime Survey	1	23
Customer		
satisfaction research	4	420
service	1	53
Data		
analysis	4	429

capture	4	391
collection	4	426
entry	2	123
presentation	2	150
protection	4	391
reduction	2	149
Database management systems	1	17
De Monfort University	4	347
Dental health surveys	1	14
Diary		
arts	4	362
dietary	1	13
radio	3	201
Dietary diary	1	13
Disability surveys	1	10
Disabled, researching the	4	337
Discriminant analysis	4	431
District Health Authorities	1	16
	1	40
Doctor-patient relationship	3	233
Drinking habits surveys	1	16
	1	24
Durables	1	8
	2	103
Eastern Arts Board	4	314
Ecotec Research and Consulting Ltd	4	325
Ehrenberg, A S C	2	149
Elderly, researching the	4	337
Electoral registers	1	16
Employment Department	1	11
ESRC Data Archive	4	433
Ethnic		
audiences	4	353
minorities	1	28
	4	337
European City of Culture	4	323
Everyday life milieus	4	307
Exit polls	3	257

Expert systems	2	120
	4	432
EXPRESS database	2	120
Face-to-face interviewing	1	3
	2	99
	4	291
Facilitation techniques	4	303
Factor analysis	3	222
Family Expenditure Survey	1	6
Fieldwork costs	1	71
Financial services	2	174*m*
	3	243
Fires, household	1	24
Follow-up, mail survey	2	179*m*
Fruit juice study	2	174*m*
Fusion	2	123
	4	429
Gabor/Granger technique	4	381
General Practitioners	1	47
	1	55
General Household Survey	1	6
GGNSM subroutine	3	218
Glasgow 1990	4	323
Government decision making, mr in	3	passim
Government Social Survey	1	3
Grocery shopping	2	103
Group discussions	4	299
Handicapped and Impaired, Survey of	1	11
Harris Research Centre	4	337
Hayward Gallery	4	368
Health		
Department of	1	12
	1	39
education	1	42

Service	1	55
visitors	1	44
Hierarchy of needs	4	308
Home Office	1	23
Hotel study	3	217
House Condition Survey, Welsh	1	61
Household composition	1	67
Housing surveys	1	16
IBA study	4	422
Identification code	2	179*m*
Immunisation	1	39
Incentives, monetary	2	173*m*
Infant feeding surveys	1	13
Information technology	2	119
InSPIRE Tables	2	123
Insurance Tracking Study	3	252
International Passenger Survey	1	6
International Statistical Libraries Inc	3	218
Interviewer training	1	3
Interviewing		
computer	2	120
	2	126
face-to-face	1	3
	4	291
re-	2	99
telephone	1	17
	2	100
Interviews, optimum time for conducting	1	61
Involvement, topic	2	184*m*
IPA	3	271
Item		
information functions	2	128
response theory	2	128
Jarman 8 score	1	44
JICRAR	3	201

Kent County Council	1	58
Labour Force Survey	1	6
	1	10
Latent trait theory	2	128
Leicester, the arts in	4	345
Life		
assurance industry	3	244
cycle models	4	307
stage models	4	307
Lifestyle	1	33
Likert scales	2	128
Location research	4	425
Longitudinal surveys	2	127
Machinery of Government Review	1	5
Mail surveys	2	179*m*
	2	173*m*
Mall intercepts	2	126
Mallows' C_p statistic	2	163
Market research		
and the arts	4	*passim*
as a career	2	85
attitudes to	2	103
Market Research Society, The, role of	2	85
Market Research Week	2	110
Market researchers, professional status of	2	85
Maternity Services Survey	1	16
Media myths	4	405
Memory	3	201
Mental health study	2	150
Merchant Review of the Commissioning of Ad Hoc Surveys	1	4
Millward Brown	2	86
	3	252
	4	318
	4	438
Ministry of Agriculture, Fisheries and Food	1	12
Minorities, researching	4	337

Monetary incentives	2	173*m*
Monitoring studies	4	421
MORI	1	54
Multi-dimensional scaling	4	432
Multicollinearity	2	171
Multiple		
linear regression	2	163
regression techniques	1	48
Multivariate analysis	4	430
Mystery shopping	4	420
National Food Survey	1	18
National Audit Office	1	54
National Travel Survey	1	6
National Health Service	1	16
	1	55
Neighbourhood Watch Schemes	1	24
Netherlands Central Bureau of Statistics,The	1	18
Neural data ascription	2	123
New Zealand study	2	173*m*
Newspaper readership	2	103
Nielsen Radio Index	3	203
Non-response	2	179*m*
NOP	3	258
Nutrition studies	1	12
Observation studies	4	421
OPCS	1	5
Opera	4	405
Panel data	2	124
PEAC system	4	423
Performing arts, surveys of	4	294
PHD Research	3	251
Phoenix Arts	4	345
Picture completion	4	304
Planning, in advertising agencies	3	269

Police		
attitudes to	1	24
news coverage of	2	154
survey	1	57
Polio vaccine	1	48
Population mobility	1	51
Post-Enumeration Survey	1	16
Post-modern research and the arts	4	419
Postcode		
Address File	1	18
analysis	4	399
Pricing, of the arts	4	372
	4	375
Professional		
people, as targets	3	249
status, of market researchers	2	85
Projective techniques	4	299
Protocol research	4	429
Psychodrawing	4	305
Public sector, customer service in	1	53
Purcell Room	4	361
Qualitative research	4	296
	4	299
Quality control	2	124
Quantitative surveys, re-interviewing in	2	99
Queen Elizabeth Hall	4	361
Questionnaire		
computer development of	2	121
identification code	2	179*m*
length	4	291
Quota control	2	115
Radio		
Advertising Bureau	3	203
audience measurement	3	204
Four	4	451
listening	3	201

RAJAR	3	205
Random digit dialling	4	339
Rayner Report	1	4
Re-interviewing	2	99
Recall studies	4	421
Refusal rates *see also* refusals	2	175*m*
	3	264
Refusals	1	62
Regression analysis	2	163
	3	220
	4	431
Research International	2	86
Research Digests for the Arts	4	318
Research Surveys of Great Britain	3	201
	4	314
Respondents, re-interviewing	2	99
Response		
bias	3	213
quality	2	182*m*
rates	1	3
	2	173*m*
styles	3	215
Retailer survey	1	58
Richmond, Borough of	1	55
Royal Festival Hall	4	361
Saatchi and Saatchi tracking study	4	333
Salesperson surveys	2	126
Sample		
control	1	68
selection, computer	1	17
Sampling, across time	4	292
Scales		
Likert-type	2	128
multi-dimensional	4	432
Scottish Development Agency	4	325
Secondary analysis	4	432
Select Ticketing	4	400

Self-completion		
diaries	3	213
surveys	4	290
Self-weighting sample	4	295
Sensitivity panels	2	101
Shopping studies	2	103
	2	174*m*
Single parents	1	9
Small user file	1	18
SMART	2	131
Smoking survey	1	14
Social Survey, the	1	3
Social Security, Department of	1	10
	1	54
Social standing	4	309
Solihull	1	55
South Bank Centre	4	361
Society of West End Theatres (SWET)	4	289
Sponsorship	2	174*m*
	4	366
Staff motivation	1	60
Standardised questions	4	428
Strathclyde Regional Council	4	325
Student interviewing	4	347
SWET	4	289
System Three Scotland	4	325
Target Group Index	4	314
TATR/SRA opera study	4	406
Taylor Nelson	1	62
TELCARE	2	120
Telephone		
interviewing	1	17
	2	100
ownership	1	27
Television audience research	4	421
TGI	4	399
The Research Business	3	255
The Arts Project (TAP)	4	361

Theatre, research for the	4	*passim*
Time, of interviewing	1	61
Topic involvement	2	181*m*
Tourism development	4	329
Trade-off	4	424
	4	385
TV news coverage survey	2	154
Unemployment, news coverage of	2	154
Vaccines, use of	1	39
Value orientations	4	309
Value-added networks	2	121
VANS (Value-added networks)	2	121
Variable selection procedures	2	166
Vehicle crime	1	26
Victimisation	1	24
Voice Box	4	361
Warwick District Council	1	58
Warwick Arts Centre	4	400
Weighting	4	429
Welsh House Condition Survey	1	61
Welsh Inter Censal Survey	1	61
Women's employment	1	11
World Health Organisation	1	40
Yea-saying	3	215
Young people, arts attendance of	4	365
Young, researching the	4	337